
WISN-TV (Milwaukee, WI)

ELECTRONIC POLITICAL AND ISSUE ADVERTISING PUBLIC INSPECTION FILE CHECKLIST

This checklist must be completed for each federal, state, and local <u>political ad</u> or federal or state <u>issue</u> <u>ad</u> buy. These items must be placed in the station's Public Inspection File as soon as possible after they are available, and they must be maintained in the station's Public Inspection File for 2 years.

Candidate/Issue		<u>OE</u>	BAMA/B/PA	BIDAT	
candid	Dates (if one folder is used per late, a separate checklist must be eted for each flight)	-9/	13/12-9	1/19/12	
					<u>Initials</u>
1.	Executed Political/Issue Advertising Agreement (BPMHL-P3 or NAB PB-17	7)	Date:		
2.	Original contract showing requested time (when available)		Date:	9/12/12	æ
3.	Updated contracts as order changes.		Date:		
1	Invoice of schedule as actually broadcas including amount of rebates given (exact date, time, class of time and amount	et, et			
	for each rebate), if any		Date:		
			Checklist Com	pleted:	
		Ву:		· · · · · · · · · · · · · · · · · · ·	
	·	Date:			

ORDER

Order / Rev: 950967 Orders Alt Order #: 06311982 Product Desc: **OBAMA FOR AMERICA 60** WISN TV 1763 Estimate: 09/13/12 - 09/19/12 Primary AE: Will Hildebrandt Flight Dates: 09/12/12 / 09/12/12 Sales Office: H-DC Original Date / Rev: Sales Region: NAT Order Type: **GENERAL** Name: Greer Margolis Mitchell Burns Agency **Buying Contact:** Billing Type: Cash Broadcast Billing Contact: Billing Calendar: 1010 Wisconsin Ave, Suite 800 Billing Cycle: EOM/EOC Washington, DC 20007 Agency Commission: 15% Obama/D/President Advertiser Name: A35+ New Business Thru: Demographic: Product Codes: **PLC Federal President** Order Separation: 00:20:00

DIII FIAII				
Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/19/12	34	\$23,580.00	\$20,043.00

P-4

Totals

Advertiser External ID:

Agency External ID:

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	34	\$23,580.00	\$20,043.00	0.00
Totals	34	\$23,580.00	\$20,043,00	0.00

Account Executives

Priority:

Revenue Codes:

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Will Hildebrandt			Start Of Order - End Of Order	100%

POL, GENL, PLTCS

Order Share	Share	Total
WISNTV	20%	\$23,580.00
Market	100%	\$117,900.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
UNKNO	0%	\$0.00
WCGV	0%	\$0.00
WDJT	13%	\$15,327.00
WITI	52%	\$61,308.00
WMLW	0%	\$0.00
WTMJ	15%	\$17,685.00
WVTV	0%	\$0.00

Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 1 WISN	09/13/12	2 09/14/12	VIEW, THE The View	СМ	10-11am	TF	1:00	1	\$350.00P-4	0.00 NM	1	\$350.00
<u>Star</u>	rt Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
Week: 09/	10/12	09/16/12	TF	1	\$350.00	0.00						
E 2 WISN	09/13/12	2 09/14/12	M-F 1030-11p	СМ	1030p-11p	TF	1:00	1	\$1,100.00P-4	0.00 NM	. 1	\$1,100.00
			Late News 1030	PM								
<u>Star</u>	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 09/	10/12	09/16/12	TF	1	\$1,100.00	0.00						
E 3 WISN	09/13/12	2 09/14/12	NIGHTLINE Nightline	CM	11p-1130p	TF	1:00	1	\$500.00P-4	0.00 NM	1	\$500.00

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WISN TV

Order / Rev:

950967

Advertiser:

Obama/D/President

Alt Order #:

06311982

Product Desc:

OBAMA FOR AMERICA 60

Flight Dates:

09/13/12 - 09/19/12

Estimate:

1763

Inventory Code Start/End Time Days Rate Pri Ln Ch Start End Break Len Spots Rtg Type Spots Amount WISN 09/13/12 09/14/12 NIGHTLINE a0811-a11 ---TE--1:00 \$500,00P-4 0.00 NM \$500.00 Nightline Rating Start Date **End Date** Weekdays Spots/Week Rate ---TF--Week: 09/10/12 09/16/12 \$500.00 0.00 WISN 09/13/12 09/14/12 CHEW, THE CM 12P-1P ---TF--1:00 \$350.00P-4 0.00 NM 1 \$350.00 1 THE CHEW Start Date **End Date** Weekdays Spots/Week Rate Rating 09/16/12 ---TF--\$350.00 Week: 09/10/12 0.00 3-4p E 5 WISN 09/13/12 09/14/12 CM 1:00 2 \$400.00P-4 **ELLEN EF** ---TF--0.00 NM 2 \$800.00 3-4p Spots/Week Start Date **End Date** Weekdays Rate Rating ---TF--Week: 09/10/12 09/16/12 2 \$400.00 0.00 430-5a \$40.00P-4 WISN 09/13/12 09/14/12 News 430-5a M-F CM ---TF--1:00 1 0.00 NM 1 \$40.00 News M-F 430a Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 09/10/12 09/16/12 ---TF--\$40.00 0.00 E 7 WISN 09/13/12 09/14/12 M-F 5-530P CM 5-530pm ---TF--1:00 1 \$1,000.00P-4 0.00 NM \$1,000.00 News M-F 5p Start Date End Date **Veekdays** Spots/Week Rate Rating 09/16/12 \$1,000.00 Week: 09/10/12 ---TF--1 0.00 WISN 09/13/12 09/14/12 News 5-6a M-F CM 5-6A ---TF--1:00 1 \$350.00P-4 0.00 NM \$350.00 News M-F 5a Weekdays Spots/Week Rating Start Date End Date Rate ---TF--Week: 09/10/12 09/16/12 \$350.00 0.00 E 9 WISN 09/13/12 09/14/12 M-F 6-630P NEWS CM 6-630pm ---TF--1:00 1 \$1,200.00P-4 0.00 NM \$1,200.00 News M-F 6p Spots/Week Start Date **End Date** Weekdays Rate Rating ---TF--Week: 09/10/12 09/16/12 \$1,200.00 0.00 E 10 WISN 09/13/12 09/14/12 News 6-7a M-F CM 6-7A ---TF--1:00 1 \$500.00P-4 **MM 00.0** 1 \$500.00 News M-F 6a Start Date End Date Weekdays Spots/Week Rate Rating Week: 09/10/12 09/16/12 ---TF--\$500.00 0.00 E 11 WISN 09/13/12 09/14/12 ENTERTAINMENT TONOM 630p-7pm ---**T**F--1:00 2 \$1,000,00P-4 0.00 NM 2 \$2,000.00 **Entertainment Tonight** Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 09/10/12 09/16/12 ---TF--2 \$1,000.00 0.00 E 12 WISN 09/13/12 09/14/12 GMA M-F CM 7-9a ---TF--1:00 \$600.00P-4 0.00 NM 2 \$1,200.00 Good Morning America Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 09/10/12 09/16/12 ---TF--\$600.00 0.00 E 13 WISN 09/13/12 09/14/12 LIVE WITH KELLY & MICM 9-10am ---TF--1:00 \$300.00P-4 0.00 NM 1 \$300.00 LIVE WITH KELLY & MICHAEL Spots/Week Start Date **End Date** Weekdays Rating Rate Week: 09/10/12 09/16/12 ---TF--\$300.00 0.00 E 14 WISN 09/14/12 09/14/12 Fri ABC Prime C ---1--0.00 NM CM Fri 9-10p 1:00 1 \$1,800.00P-4 \$1,800.00 2020 <u>Weekdays</u> Start Date End Date Spots/Week Rating Rate Week: 09/10/12 09/16/12 ---1--1 \$1,800.00 0.00 E 15 WISN 09/16/12 09/16/12 News Sun 7-9a CM 7-9am ----1 1:00 1 \$300.00P-4 0.00 NM \$300.00 News Sun 7-9a Spots/Week Start Date **End Date** Weekdays Rating Rate Week: 09/10/12 09/16/12 ----1 \$300.00 0.00 E 16 WISN 09/13/12 09/19/12 M-F 10-1030p CM 10-1030p **MTWTFSS** 1:00 1 \$1,900.00P-4 0.00 NM \$1,900.00 1 Late News 10PM <u>Weekdays</u> Start Date Spots/Week Rating End Date Rate MTWTFSS Week: 09/13/12 09/19/12 \$1,900.00 0.00 E 17 WISN 09/17/12 09/19/12 VIEW, THE CM 10-11am \$350.00P-4 MTW----1:00 0.00 NM \$350.00 1 The View Start Date End Date Weekdays Spots/Week Rate Rating

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WISN TV

Order / Rev:

950967

Advertiser:

Obama/D/President

Alt Order #: Flight Dates: 06311982

09/13/12 - 09/19/12

Product Desc:

OBAMA FOR AMERICA 60

Estimate:

1763

Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 17 WISN	09/17/1	2 09/19/12	VIEW, THE The View	СМ	10-11am	MTW	1:00	1	\$350.00P-4	0.00 NM	1	\$350.00
<u>Sta</u> Week: 09/	<u>rt Date</u> 17/12	End Date 09/23/12	<u>Weekdays</u> MTW	Spots/Week 1	<u>Rate</u> \$350.00	Rating 0.00						
E 18 WISN	09/17/1	2 09/19/12	M-F 1030-11p Late News 1030F	CM M	1030p-11p	MTW	1:00	1	\$1,100.00P-4	0.00 NM	1	\$1,100.00
<u>Sta</u> Week: 09/	<u>rt Date</u> 17/12	End Date 09/23/12	Weekdays MTW	Spots/Week 1	<u>Rate</u> \$1,100.00	Rating 0.00						
E 19 WISN	09/17/1	2 09/19/12	CHEW, THE THE CHEW	СМ	12P-1P	MTW	1:00	1	\$350.00 P-4	0.00 NM	1	\$350.00
<u>Sta</u> Week: 09/	<u>rt Date</u> 17/12	End Date 09/23/12	<u>Weekdays</u> MTW	Spots/Week 1	<u>Rate</u> \$350.00	<u>Ratinq</u> 0.00						
E20 WISN	09/17/1	2 09/19/12	ELLEN EF 3-4p	СМ	3-4p	MTW	1:00	2	\$400.00P-4	0.00 NM	2	\$800.00
<u>Sta</u> Week: 09/	<u>rt Date</u> 17/12	End Date 09/23/12	<u>Weekdays</u> MTW	Spots/Week 2	<u>Rate</u> \$400.00	Ratinq 0.00						
E21 WISN	09/17/1	2 09/19/12	News 430-5a M-F News M-F 430a	СМ	430-5a	MTW	1:00	1	\$40.00 P-4	0.00 NM	1	\$40.00
<u>Sta</u> Week: 09/	<u>rt Date</u> 17/12	End Date 09/23/12	<u>Weekdays</u> MTW	Spots/Week 1	<u>Rate</u> \$40.00	Rating 0.00						
E22 WISN	09/17/1	2 09/19/12	News 5-6a M-F News M-F 5a	СМ	5-6A	MTW	1:00	1	\$350.00 P-4	0.00 NM	1	\$350.00
<u>Star</u> Week: 09/	rt <u>Date</u> 17/12	End Date 09/23/12	<u>Weekdays</u> MTW	Spots/Week 1	<u>Rate</u> \$350.00	Rating 0.00						
E23 WISN	09/17/1	2 09/19/12	News 6-7a M-F News M-F 6a	СМ	6-7A	MTW	1:00	1	\$500.00 P-4	0.00 NM	1	\$500.00
Week: 09/		End Date 09/23/12	<u>Weekdays</u> MTW	Spots/Week 1	<u>Rate</u> \$500.00	Rating 0.00						
E24 WISN	09/17/1	2 09/19/12	ENTERTAINMEN Entertainment To		630p-7pm	MTW	1:00	3	\$1,000.00P-4	0.00 NM	3	\$3,000.00
<u>Star</u> Week: 09/	<u>rt Date</u> 17/12	End Date 09/23/12	<u>Weekdays</u> MTW	Spots/Week 3	<u>Rate</u> \$1,000.00	<u>Rating</u> 0.00						
E25 WISN	09/17/1	2 09/19/12	GMA M-F Good Morning An	CM nerica	7-9a	MTW	1:00	2	\$600.00 P-4	0.00 NM	2	\$1,200.00
<u>Sta</u> Week: 09/	<u>rt Date</u> 17/12	End Date 09/23/12	<u>Weekdays</u> MTW	Spots/Week 2	<u>Rate</u> \$600.00	Rating 0.00						
E 26 WISN	09/17/1	2 09/19/12	LIVE WITH KELL		9-10am L	MTW	1:00	1	\$300.00P-4	0.00 NM	1	\$300.00
Week: 09/		09/23/12	<u>Weekdays</u> MTW	Spots/Week 1	<u>Rate</u> \$300.00	Rating 0.00						
E 27 WISN	09/17/1	2 09/19/12	M-F 10-1030p Late News 10PM	СМ	10-1030p	MTW	1:00	1	\$1,900.00 P-4	0.00 NM	1	\$1,900.00
Star Week: 09/	rt <u>Date</u> 17/12	End Date 09/23/12	<u>Weekdays</u> MTW	Spots/Week 1	<u>Rate</u> \$1,900.00	Rating 0.00						
										Totals	34	\$23,580.00